

## **Bath and Shower in Bulgaria**

Market Direction | 2023-04-26 | 21 pages | Euromonitor

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### **Report description:**

Over the past few years, there has been a noticeable shift in the purchasing behaviour of Bulgarian consumers when it comes to personal hygiene products. A growing trend has emerged, where consumers have begun to show a preference for purchasing larger packaging sizes of shower gels, multi-bar soaps, liquid soaps, and hand sanitizers for use in their homes. This shift in consumer behaviour can be attributed to a variety of factors, including the convenience and cost-effectiveness of purchasing l...

Euromonitor International's Bath and Shower in Bulgaria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Bath and Shower market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International  
May 2023

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